

Great American Media **Democratic Congressional Cpgn Comm/ Issue**
 1010 Wisconsin Avenue NW **Submission Number 279** **Issue 5**
 Washington DC 20007



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	24475	Campaign Ref:	E:120525032
Buyer:		Client/Product/Estimate:	11 / 14 / 1192	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/12/12	Weeks:	3	Order Ref:	06147296
Est./PO Number:	06147296	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF.. Isolations: W/C 11/05 M.....	03	170	30 Comme	Nbr of Spots	4		4	
2	M-F 4p Ellen .TWTF.. Isolations: W/C 11/05 M.....	04	175	30 Comme	Nbr of Spots	4		4	
3	M-F 5p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	215	30 Comme	Nbr of Spots	4		4	
4	M-F 530p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	250	30 Comme	Nbr of Spots	4		4	
5	M-F 6p News .TWTF.. Isolations: W/C 11/05 M.....	03	305	30 Comme	Nbr of Spots	4		4	
6	M-F 6a News .TWTF.. Isolations: W/C 11/05 M.....	04	210	30 Comme	Nbr of Spots	4		4	
7	M-F 7a Today Show .TWTF.. Isolations: W/C 11/05 M.....	03	550	30 Comme	Nbr of Spots	4		4	
8	M-F 730p Extra .TWTF.. Isolations: W/C 11/05 M.....	04	200	30 Comme	Nbr of Spots	1		1	
9	M-F 9a Today Show II .TWTF.. Isolations: W/C 11/05 M.....	03	240	30 Comme	Nbr of Spots	2		2	
Weekly Totals:					Total Spots(Ord Spots)	44	6	50	
					Closed PR	2		2	

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Est./PO Number: 06147296	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
10	M-Su 11p News .TWTFSS.. Isolations: W/C 11/05 M.....	04	475	30 Comme	Nbr of Spots	3		3	
12	Sat 7a Today ShowS.	03	200	30 Comme	Nbr of Spots	1		1	
14	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots	1		1	
15	Sun 8a Today ShowS	03	200	30 Comme	Nbr of Spots	1		1	
16	Sun 815p ET / 715p CT NBC Sunday Night FootballS	04	6500	30 Comme	Nbr of Spots	1		1	
17	M-F 4p Ellen .T.....	04	175	30 Comme	Nbr of Spots	1		1	
18	M-F 6a News .T.....	04	210	30 Comme	Nbr of Spots	1		1	
20	M-F 5p Judge Judy M.....	03	215	30 Comme	Nbr of Spots	1		1	
21	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1		1	
22	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots	1		1	
23	M-Su Late News Late RunS	05	615	30 Comme	Nbr of Spots	1		1	
Weekly Totals: Total Spots(Ord Spots)					44	6		50	
Closed PR					2			2	

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Buyer: ..	Client/Product/Estimate: 11 / 14 / 1192	Sales Rep: HRP Washington, DC
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Est./PO Number: 06147296	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
24	Wed 9p ET / 8p CT Law & Order SVU MTWTFSS Isolations: W/C 10/29 ..W....	05	1700	30 Comme	Nbr of Spots 1			1	
25	Thu 8p ET / 7p CT 30 Rock MTWTFSS Isolations: W/C 10/29 ...T...	02		30 Comme	Nbr of Spots Closed PR 1			1	
26	Sat 7p NewsS.	04	150	30 Comme	Nbr of Spots 1			1	
27	Sun 10a Meet The PressS	01	1615	30 Comme	Nbr of Spots 1			1	
28	Fri 10p ET / 9p CT Dateline NBC Friday MTWTFSS Isolations: W/C 10/29F..	02		30 Comme	Nbr of Spots Closed PR 1			1	
29	Sun 8a Today Show MTWTFSS Isolations: W/C 10/29S	03	200	30 Comme	Nbr of Spots 1			1	
30	Fri 10p ET / 9p CT Revolution MTWTFSS Isolations: W/C 10/29F..	02	1800	30 Comme	Nbr of Spots 1			1	
31	M-F 7a Today Show .T.....	03	650	30 Comme	Nbr of Spots 1			1	
Weekly Totals: Total Spots(Ord Spots)					44	6		50	
Closed PR					2			2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
25	Thu 8p ET / 7p CT 30 Rock	:30 Commercial	10/29/12	Closed Pre Emption	2,870.00	No Makegood / Credit	0000000000	E:120525032
28	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120525032

Grand Totals

	Totals	Month 11 Weeks: 4		
		10/29	11/05	11/12
Spots	50	44	6	0
Cost	24475	22785	1690	0

Grand Totals:	Spots:	50
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Gross Total:	24,475.00
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Commission:	3,671.25
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Net Total:	20,803.75
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REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM STATION NOV2/12 11.35
 *** WNCN-TV ***
 REP HEADLINE# 6147296 TRF# E:120525
 \$\$\$ MOD# 1: APPROVED REV #2 \$\$\$

ADV #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MIKE FURMAN	
		3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC		20007	
ORDER #	CONTRACT #	6147296	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	DCCC	EST#1192	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT30/12	NOV12/12	WK-2		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV2/12	11.35

REP: 11/2 REV
 M5 OK'D AS LINE 28
 REV TTL \$24,475 @50X
 PLEASE CONFIRM
 THANKS! KIM FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE
 NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
 STATION MAKEGOOD OFFERS:
 M5 OK'D BUY#22 MISSED: TUE/700A-900A NOV6 30S \$550.00 (NOV2/12)
 OFFER: TUE/700A-900A NOV6 30S \$650.00 PLS ADVISE.
 CMT: RATE REVISIONS PER STEVE

CONTRACT TOTAL 24475.00
 TOTAL SPOTS 50

REP HEADLINE# 6147296 TRF# E:120525
\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.33
CHANGES ** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV12/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 11.33

REP: 11/2 REV
MS OK'D AS LINE 28
REV TTL \$24,475 @50X
PLEASE CONFIRM
THANKS! KIM FOR MICK

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1192
AGENCY PRODUCT CODE = 14

22	S		700A-900A	30		\$550.00	11/6	11/6	0		TUE	0
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

28	A		700A-900A	30		\$650.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW												
ORD COM1: RATE REVISIONS PER STEVE												
THIS IS A MAKE-GOOD FOR NOV6 ON LINE-22 FOR 1 SPOT/WK												

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 REP HEADLINE# 6147296 TRF# E:120525
 \$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$
 NOV2/12 11.33
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M5 OK'D BUY#22 MISSED:TUE/700A-900A NOV6 30S \$550.00 (NOV2/12)
 OFFER:TUE/700A-900A NOV6 30S \$650.00 PLS ADVISE.
 CMT:RATE REVISIONS PER STEVE

CONTRACT TOTAL 24475.00
 TOTAL SPOTS 50

MARKET TOTALS \$244,750 WNCN 10% WRAL 43% WTVB 32% WRAX 12% WRDC 1% WLFL 2% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6147296 TRF# E:120525
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.16
CHANGES ** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MICK NESCI (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV12/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 11.16

REP: 11/2 REV
M4 OK'D AS LINE 27
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1192
AGENCY PRODUCT CODE = 14

25	S		1000P-1100P	30		\$1,800.00	11/2	11/2	0		FRI	0
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PROGRAM : DATELINE
ORD COM1: RATE REVISED PER STEVE -MEET THE PRESS OVERSOLD - NEED \$1615 TO CLEAR
ORD COM2: - NO BIGGEST LOSER ON SCHEDULE - MGS DATELINE AND SUN TODAY SHOW
PART OF A MAKEGOOD MADE UP OF LINES 24-26

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.16
 CHANGES ** WNCN-TV ***
 REP HEADLINE# 6147296 TRF# E:120525
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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27	A		1000P-1100P	30		\$1,800.00	11/2	11/2	1		FRI	1
PROGRAM : REVOLUTION ORD COM1 : LAST MINUTE NBC PROGRAM CHG: 11/2 10-11PM REVOLUTION ORD COM2 : PLS ADVISE ASAP THIS IS A MAKE-GOOD FOR NOV2 ON LINE-25 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS:												
M4	OK'D		BUY#25									
			MISSED: FRI/1000P-1100P				NOV2		30S	\$1,800.00	(NOV1/12)	
			OFFER: FRI/1000P-1100P				NOV2		30S	\$1,800.00	PLS ADVISE.	
			CMT: LAST MINUTE NBC									
			CMT: PLS ADVISE ASAP									

M5	UNRESL		BUY#22									
			MISSED: TUE/700A-900A				NOV6		30S	\$550.00	(NOV1/12)	
			OFFER: TUE/700A-900A				NOV6		30S	\$650.00	PLS ADVISE.	
			CMT: RATE REVISIONS PER STEVE									
NOV/12			24375.00									
										CONTRACT TOTAL	24375.00	
										TOTAL SPOTS	50	

MARKET TOTALS \$243,800 WNCN 10% WRAL 43% WTVB 32% WRAX 12% WRDC 1% WLFL 2% CABL 0%
 ACCURATE SHARES
 SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

MAY 16/12 16.2
*** WNCN-TV ***

MAY 16/12 16.2
*** WNCN-TV ***

PROGRAM :	JUDGE JUDY
CON COM1:	JUDGE JUDY

REP HEADLINE# 6147296
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$250.00	10/30	11/5	4		TU-F,M	4
5			600P-630P PROGRAM : NBC 17 NEWS AT 6P CON COM1: NBC 17 NEWS AT 6P	30		\$305.00	10/30	11/5	4		TU-F,M	4
6			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	30		\$210.00	10/30	11/5	4		TU-F,M	4
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$550.00	10/30	11/5	4		TU-F,M	4
8			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$200.00	10/30	11/5	2		TU-F,M	2
9			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$240.00	10/30	11/5	3		TU-F,M	3
10			1100P-1135P PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$475.00	10/30	11/5	3		TU-SA,M	3
11			700P-730P PROGRAM : NBC 17 NEWS AT 7PM CON COM1: NBC 17 NEWS AT 7PM	30		\$150.00	11/3	11/3	1		SAT	1
12			700A-900A PROGRAM : TODAY CON COM1: TODAY	30		\$200.00	11/3	11/3	1		SAT	1

REP HEADLINE# 6147296
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000A-1100A	30		\$750.00	11/4	11/4	1		SUN	1
			PROGRAM : MEET THE PRESS									
			CON COM1: MEET THE PRESS									
14			1130P-1205A	30		\$615.00	11/4	11/4	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 11									
			CON COM1: NBC 17 NEWS AT 11									
15			600P-630P	30		\$200.00	11/4	11/4	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 6									
			CON COM1: NBC 17 NEWS AT 6									
16			800A-900A	30		\$200.00	11/4	11/4	1		SUN	1
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
17			815P-1130P	30		\$6,500.00	11/4	11/4	1		SUN	1
			PROGRAM : SUNDAY NIGHT FOOTBALL									
			CON COM1: SUNDAY NIGHT FOOTBALL									
18			800P-1000P	30		\$2,870.00	10/30	10/30	1		TUE	1
			PROGRAM : BIGGEST LOSER									
			CON COM1: BIGGEST LOSER									
19			1000P-1100P 9-10P	30		\$1,700.00	10/31	10/31	1		WED	1
			PROGRAM : LAW & ORDER: SVU									
			CON COM1: LAW & ORDER: SVU									
20			400P-500P	30		\$175.00	11/6	11/6	1		TUE	1
			PROGRAM : ELLEN									
			CON COM1: ELLEN									
21			600A-700A	30		\$210.00	11/6	11/6	1		TUE	1
			PROGRAM : NBC 17 TODAY AT 6A									
			CON COM1: NBC 17 TODAY AT 6A									

not airing: MG 30SEC THU 8pm

REP HEADLINE# 6147296
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700A-900A	30		\$550.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

NOV/12 24380.00

CONTRACT TOTAL 24380.00
 TOTAL SPOTS 49

MARKET TOTALS \$243,800 WNCN 10% WRAL 43% WTVB 32% WRAX 12% WRDC 1% WLFL 2% CABL 0%
 ACCURATE SHARES
 SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: Democratic Congressional Campaign Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Committee
430 South Capitol St.
Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, Chief Operating Officer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/18/11
Date

[Signature]
Signature

202 338 8700
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title